



Cannabis Control Commission Open Data Platform to Enhance Public's Access to Massachusetts Marijuana Industry Metrics

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BOSTON—The Cannabis Control Commission (Commission) on Wednesday launched the first phase of its Open Data Platform through the Socrata Connected Government Cloud to enhance public access to adult-use marijuana marketplace metrics in Massachusetts.

The public can utilize the platform at [MassCannabisControl.com/OpenData](https://mass-cannabis-control.com/OpenData) [<http://mass-cannabis-control.com/opendata>].

Socrata's secure, cloud-based, self-service platform will break down data silos and offer visitors instant downloads of industry information including marijuana establishment agent demographics, retail sales and product distribution, and applications and licenses approved under the adult-use cannabis program.

These insights will help the Commission and the public measure administrative performance, impacts on public health and safety,

participation of disproportionately harmed communities, tax revenue generation, and more.

"The Open Data Platform reflects the Commission's commitment to transparency, informed decision-making, and public engagement," Executive Director Shawn Collins said. "As the marketplace and our agency continue to mature, this platform will offer everyone, including the public, more access to sales data, product distribution, and statistics on industry diversity. Ultimately, this system will serve as another tool to not just hold ourselves accountable, but allow the public to do the same."

The Commission also will use the system to measure the contributions of communities that have been disproportionately impacted by marijuana prohibition. Massachusetts is mandated to create equity within legal, adult-use cannabis and reduce barriers to entry for people of color, women, and veterans. Additionally, the Commission will continue to track the industry participation of other constituencies including farmers and the LGBTQ community.

Future phases of the system, including the introduction of medical use information where appropriate, are expected to launch later this year.

For more information about the Commission's Open Data Platform, visit [MassCannabisControl.com/OpenData](http://mass-cannabis-control.com/opendata) [<http://mass-cannabis-control.com/opendata>].

The Commission is available to the public by phone at 617-701-8400, by email at CannabisCommission@mass.gov [<mailto:CannabisCommission@mass.gov>], and on [Facebook](https://www.facebook.com/Massachusetts-Cannabis-Control-Commission-2085850278302810/) [<https://www.facebook.com/Massachusetts-Cannabis-Control-Commission-2085850278302810/>] and [Twitter](https://twitter.com/MA_Cannabis) [https://twitter.com/MA_Cannabis].

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